

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

generating, via a processor system, trigger information based on metadata associated with a media composition; and

synchronizing a presentation of survey information with a presentation of the media composition based on the trigger information, the survey information configured to be presented on a handheld device while the media composition is presented on a separate device, the trigger information causing the emission of inaudible audio codes to be detected by the handheld device to present the survey information in synchronization with the presentation of the media composition.
2. (Cancelled)
3. (Original) A method as defined in claim 1, wherein the survey information is associated with a subject matter of the media composition.
4. (Original) A method as defined in claim 1, wherein generating the trigger information comprises extracting temporal and spatial information from the metadata.

5. (Previously Presented) A method as defined in claim 1, wherein the media composition includes at least one of audio media, video media, or still picture media.

6. (Original) A method as defined in claim 1, wherein synchronizing the survey information comprises synchronizing at least a portion of the survey information with a blank frame associated with the media composition.

7. (Original) A method as defined in claim 1, wherein synchronizing the survey information comprises synchronizing at least a portion of the survey information with a time position of the media composition located between the end of the media composition and the beginning of the media composition.

8. (Original) A method as defined in claim 1, wherein the trigger information forms part of a trigger file.

9. (Currently Amended) An apparatus comprising:
- a processor system including a memory;
- instructions stored in the memory that enable the processor system to:
- generate trigger information based on metadata associated with a media composition; and
- synchronize a presentation of survey information with a presentation of the media composition based on the trigger information, the survey information configured to be presented on a handheld device while the media composition is presented on a separate device, the trigger information causing the emission of inaudible audio codes to be detected by the handheld device to present the survey information in synchronization with the presentation of the media composition.
10. (Cancelled)
11. (Original) An apparatus as defined in claim 9, wherein the survey information is associated with a subject matter of the media composition.
12. (Original) An apparatus as defined in claim 9, wherein instructions stored in the memory enable the processor system to extract temporal and spatial information from the metadata.
13. (Original) An apparatus as defined in claim 12, wherein instructions stored in the memory enable the processor system to generate the trigger information based on the temporal and spatial information.

14. (Previously Presented) An apparatus as defined in claim 9, wherein the media composition includes at least one of audio media, video media, or still picture media.

15. (Original) An apparatus as defined in claim 9, wherein instructions stored in the memory enable the processor system to synchronize at least a portion of the survey information with a blank frame associated with the media composition.

16. (Original) An apparatus as defined in claim 9, wherein instructions stored in the memory enable the processor system to synchronize at least a portion of the survey information with a time position of the media composition located between the end of the media composition and the beginning of the media composition.

17. (Original) An apparatus as defined in claim 9, wherein the trigger information forms part of a trigger file.

18. (Currently Amended) A computer readable medium having instructions stored thereon that, when executed, cause a machine to:
- generate trigger information based on metadata associated with a media composition; and
- synchronize a presentation of survey information with a presentation of the media composition based on the trigger information, the survey information configured to be presented on a handheld device while the media composition is presented on a separate device, the trigger information causing the emission of inaudible audio codes to be detected by the handheld device to present the survey information in synchronization with the presentation of the media composition.
19. (Cancelled)
20. (Original) A computer readable medium as defined in claim 18 having instructions stored thereon that, when executed, cause the machine to extract temporal and spatial information from the metadata.
21. (Original) A computer readable medium as defined in claim 20 having instructions stored thereon that, when executed, cause the machine to generate the trigger information based on the temporal and spatial information.
22. (Previously Presented) A computer readable medium as defined in claim 18 having instructions stored thereon that, when executed, cause the machine to decode at least one of audio media, video media, or still picture media associated with the media composition.

23. (Original) A computer readable medium as defined in claim 18 having instructions stored thereon that, when executed, cause the machine to synchronize at least a portion of the survey information with a blank frame associated with the media composition.

24. (Original) A computer readable medium as defined in claim 18 having instructions stored thereon that, when executed, cause the machine to synchronize at least a portion of the survey information with a time position of the media composition located between the end of the media composition and the beginning of the media composition.

25. (Original) A computer readable medium as defined in claim 18 having instructions stored thereon that, when executed, cause the machine to extract the trigger information from a trigger file.

26. (Withdrawn) A method comprising:

extracting survey presentation information from trigger information associated with a media composition;

obtaining metadata associated with the media composition; and

synchronizing a presentation of survey information with a presentation of the media composition based on the survey presentation information and the metadata.

27. (Withdrawn) A method as defined in claim 26, wherein the survey presentation information includes temporal and spatial information associated with a presentation of the media composition.

28. (Withdrawn) A method as defined in claim 26, wherein the presentation of the survey information comprises synchronizing at least a portion of the survey information with a presentation of a blank frame associated with the presentation of the media composition.

29. (Withdrawn) A method as defined in claim 26, wherein the presentation of the survey information comprises presenting at least a portion of the survey information during the presentation of the media composition at a time between the beginning of the presentation of the media composition and the end of the presentation of the media composition.

30. (Withdrawn) A method as defined in claim 26, wherein the survey information includes at least one survey question.

31. (Withdrawn) An apparatus comprising:
a processor system including a memory;
instructions stored in the memory that enable the processor system to:
extract survey presentation information from trigger information
associated with a media composition;
obtain metadata associated with the media composition; and
synchronize a presentation of survey information with a presentation of
the media composition based on the survey presentation information and the
metadata.

32. (Withdrawn) An apparatus as defined in claim 31, wherein the survey presentation information includes temporal and spatial information associated with a presentation of the media composition.

33. (Withdrawn) An apparatus as defined in claim 31, wherein the instructions stored in the memory enable the processor system to synchronize at least a portion of the survey information with a presentation of a blank frame associated with the presentation of the media composition.

34. (Withdrawn) An apparatus as defined in claim 31, wherein the instructions stored in the memory enable the processor system to present at least a portion of the survey information during the presentation of the media composition at a time between the beginning of the presentation of the media composition and the end of the presentation of the media composition.

35. (Withdrawn) An apparatus as defined in claim 31, wherein the survey information includes at least one survey question.

36. (Withdrawn) A computer readable medium having instructions stored thereon that, when executed, cause a machine to:

extract survey presentation information from trigger information associated with a media composition;

obtain metadata associated with the media composition; and

synchronize a presentation of survey information with a presentation of the media composition based on the survey presentation information and the metadata.

37. (Withdrawn) A computer readable medium as defined in claim 36 having instructions stored thereon that, when executed, cause the machine to extract temporal and spatial information associated with a presentation of the media composition from the survey presentation information.

38. (Withdrawn) A computer readable medium as defined in claim 36 having instructions stored thereon that, when executed, cause the machine to synchronize at least a portion of the survey information with a presentation of a blank frame associated with the presentation of the media composition.

39. (Withdrawn) A computer readable medium as defined in claim 36 having instructions stored thereon that, when executed, cause the machine to present at least a portion of the survey information during the presentation of the media composition at a time between the beginning of the presentation of the media composition and the end of the presentation of the media composition.

40. (Withdrawn) A computer readable medium as defined in claim 36 having instructions stored thereon that, when executed, cause the machine to extract at least one survey question from the survey information.

41. (Withdrawn) A method comprising:
identifying media composition metadata associated with a media composition;
generating a trigger compilation based on survey information and the media composition metadata; and
generating an inband survey by multiplexing the trigger compilation and the media composition.

42. (Withdrawn) A method as defined in claim 41, wherein identifying the media composition metadata comprises at least one of generating the media composition metadata based on the media composition and extracting the media composition metadata from the media composition.

43. (Withdrawn) A method as defined in claim 41, further comprising compressing at least a portion of the inband survey.

44. (Withdrawn) A method as defined in claim 41, further comprising inserting at least one watermark into the media composition.

45. (Withdrawn) A method as defined in claim 44, wherein inserting the at least one watermark into the media composition comprises generating watermark metadata associated with the at least one watermark.

46. (Withdrawn) A method as defined in claim 41, wherein generating the trigger compilation comprises detecting at least one of a blank frame, a scene change event and, an audio event in the media composition.

47. (Withdrawn) A method as defined in claim 46, wherein detecting the at least one of a blank frame, a scene change event and an audio event comprises determining temporal information and spatial information associated with the at least one of a blank frame, a scene change event, and an audio event.

48. (Withdrawn) A method as defined in claim 41, wherein generating the inband survey comprises inserting at least a portion of the trigger compilation into at least one vertical blanking interval of the media composition.

49. (Withdrawn) A method as defined in claim 41, wherein generating the inband survey comprises inserting at least a portion of the trigger compilation into at least one data field associated with the inband survey.

50. (Withdrawn) An apparatus comprising:
a processor system including a memory;
instructions stored in the memory that enable the processor system to:
identify media composition metadata associated with a media
composition;
generate a trigger compilation based on survey information and the
media composition metadata; and
generate an inband survey by multiplexing the trigger compilation and
the media composition.

51. (Withdrawn) An apparatus as defined in claim 50, wherein the instructions stored in the memory enable the processor system to identify the media composition metadata based on at least one of generating the media composition metadata based on the media composition and extracting the media composition metadata from the media composition.

52. (Withdrawn) An apparatus as defined in claim 50, wherein the instructions stored in the memory enable the processor system to compress at least a portion of the inband survey.

53. (Withdrawn) An apparatus as defined in claim 50, wherein the instructions stored in the memory enable the processor system to insert at least one watermark into the media composition.

54. (Withdrawn) An apparatus as defined in claim 53, wherein the at least one watermark is associated with digital rights management.

55. (Withdrawn) An apparatus as defined in claim 53, wherein the instructions stored in the memory enable the processor system to generate watermark metadata associated with the at least one watermark.

56. (Withdrawn) An apparatus as defined in claim 50, wherein the instructions stored in the memory enable the processor system to detect at least one of a blank frame, a scene change event, and an audio event associated with the media composition.

57. (Withdrawn) An apparatus as defined in claim 56, wherein the instructions stored in the memory enable the processor system to determine temporal information and spatial information associated with the at least one of a blank frame, a scene change event, and an audio event.

58. (Withdrawn) An apparatus as defined in claim 50, wherein the instructions stored in the memory enable the processor system to insert at least a portion of the trigger compilation into at least one vertical blanking interval of the media composition.

59. (Withdrawn) An apparatus as defined in claim 50, wherein the instructions stored in the memory enable the processor system to insert at least a portion of the trigger compilation into at least one data field associated with the inband survey.

60. (Withdrawn) An apparatus as defined in claim 50, wherein the survey information includes survey questions associated with the media composition.

61. (Withdrawn) An apparatus as defined in claim 50, wherein the trigger compilation includes temporal information and spatial information associated with the survey information.

62. (Withdrawn) An apparatus as defined in claim 50, wherein the media composition includes at least one of video media, audio media, graphics media, textual media, and still picture media.

63. (Withdrawn) A computer readable medium having instructions stored thereon that, when executed, cause a machine to:

identify media composition metadata associated with a media composition;

generate a trigger compilation based on survey information and the media composition metadata; and

generate an inband survey by multiplexing the trigger compilation and the media composition.

64. (Withdrawn) A computer readable medium as defined in claim 63 having instructions stored thereon that, when executed, cause the machine to identify the media composition metadata based on at least one of generating the media composition metadata based on the media composition and extracting the media composition metadata from the media composition.

65. (Withdrawn) A computer readable medium as defined in claim 63 having instructions stored thereon that, when executed, cause the machine to compress at least a portion of the inband survey.

66. (Withdrawn) A computer readable medium as defined in claim 63 having instructions stored thereon that, when executed, cause the machine to insert at least one watermark into the media composition.

67. (Withdrawn) A computer readable medium as defined in claim 66 having instructions stored thereon that, when executed, cause the machine to generate watermark metadata associated with the at least one watermark.

68. (Withdrawn) A computer readable medium as defined in claim 63 having instructions stored thereon that, when executed, cause the machine to detect at least one of a blank frame, a scene change event, and an audio event associated with the media composition.

69. (Withdrawn) A computer readable medium as defined in claim 68 having instructions stored thereon that, when executed, cause the machine to determine temporal information and spatial information associated with the at least one of a blank frame, a scene change event, and an audio event.

70. (Withdrawn) A computer readable medium as defined in claim 63 having instructions stored thereon that, when executed, cause the machine to insert at least a portion of the trigger compilation into at least one vertical blanking interval of the media composition.

71. (Withdrawn) A computer readable medium as defined in claim 63 having instructions stored thereon that, when executed, cause the machine to insert at least a portion of the trigger compilation into at least one data field associated with the inband survey.

72. (Withdrawn) A method comprising:
identifying metadata associated with a media composition; and
generating a trigger file based on the metadata and survey information.

73. (Withdrawn) A method as defined in claim 72, wherein identifying the metadata comprises at least one of generating the media composition metadata based on the media composition and extracting the metadata from the media composition.

74. (Withdrawn) A method as defined in claim 72, further comprising
storing the trigger file separately from the media composition.

75. (Withdrawn) A method as defined in claim 72, further comprising
inserting at least one watermark into the media composition.

76. (Withdrawn) A method as defined in claim 75, wherein inserting the at least one watermark into the media composition comprises inserting location information into the media composition associated with the location of at least one of the trigger file and the survey information.

77. (Withdrawn) A method as defined in claim 72, wherein generating the trigger file comprises detecting at least one of a blank frame, a scene change event, and an audio event associated with the media composition.

78. (Withdrawn) A method as defined in claim 77, wherein detecting the at least one of a blank frame, a scene change event, and an audio event comprises determining temporal information and spatial information associated with the at least one of a blank frame, a scene change event, and an audio event.

79. (Withdrawn) An apparatus comprising:
a processor system including a memory;
instructions stored in the memory that enable the processor system to:
identify metadata associated with a media composition; and
generate a trigger file based on the metadata and survey information.

80. (Withdrawn) An apparatus as defined in claim 79, wherein the instructions stored in the memory enable the processor system to identify the metadata based on at least one of generating the metadata based on the media composition and extracting the metadata from the media composition.

81. (Withdrawn) An apparatus as defined in claim 79, wherein the instructions stored in the memory enable the processor system to store the trigger file separately from the media composition.

82. (Withdrawn) An apparatus as defined in claim 79, wherein the instructions stored in the memory enable the processor system to insert at least one watermark into the media composition.

83. (Withdrawn) An apparatus as defined in claim 82, wherein the at least one watermark includes location information associated with the location of at least one of the trigger file and the survey information.

84. (Withdrawn) An apparatus as defined in claim 79, wherein the instructions stored in the memory enable the processor system to detect at least one of a blank frame, a scene change event, and an audio event associated with the media composition.

85. (Withdrawn) An apparatus as defined in claim 84, wherein the instructions stored in the memory enable the processor system to determine temporal information and spatial information associated with the at least one of a blank frame, a scene change event, and an audio event.

86. (Withdrawn) A computer readable medium having instructions stored thereon that, when executed, cause a machine to:

identify metadata associated with a media composition; and
generate a trigger file based on the metadata and survey information.

87. (Withdrawn) A computer readable medium as defined in claim 86 having instructions stored thereon that, when executed, cause a machine to identify the metadata based on at least one of generating the metadata based on the media composition and extracting the metadata from the media composition.

88. (Withdrawn) A computer readable medium as defined in claim 86 having instructions stored thereon that, when executed, cause the machine to store the trigger file separately from the media composition.

89. (Withdrawn) A computer readable medium as defined in claim 86 having instructions stored thereon that, when executed, cause the machine to insert at least one watermark into the media composition.

90. (Withdrawn) A computer readable medium as defined in claim 86 having instructions stored thereon that, when executed, cause the machine to insert location information into the media composition associated with the location of at least one of the trigger file and the survey information.

91. (Withdrawn) A computer readable medium as defined in claim 86 having instructions stored thereon that, when executed, cause the machine to detect at least one of a blank frame, a scene change event, and an audio event associated with the media composition.

92. (Withdrawn) A computer readable medium as defined in claim 91 having instructions stored thereon that, when executed, cause the machine to determine temporal information and spatial information associated with the at least one of a blank frame, a scene change event, and an audio event.

93. (Withdrawn) A method comprising:
extracting a trigger compilation, metadata associated with a media composition, and survey information from an inband survey;
extracting trigger information from the trigger compilation; and
presenting the survey information based on the trigger information and the metadata.

94. (Withdrawn) A method as defined in claim 93, further comprising extracting the media composition from the inband survey.

95. (Withdrawn) A method as defined in claim 94, further comprising decoding at least one of video media, audio media, graphics media, textual media, and still picture media from the media composition.

96. (Withdrawn) A method as defined in claim 94, wherein extracting the survey information comprises extracting survey questions associated with the media composition.

97. (Withdrawn) A method as defined in claim 94, wherein presenting the survey information comprises synchronizing the survey information with a presentation of the media composition based on the trigger information.

98. (Withdrawn) A method as defined in claim 97, further comprising pausing the presentation of the media composition based on the trigger information.

99. (Withdrawn) A method as defined in claim 93, wherein extracting the trigger information comprises extracting temporal information and spatial information associated with the survey information.

100. (Withdrawn) An apparatus comprising:
a processor system including a memory;
instructions stored in the memory that enable the processor system to:
extract a trigger compilation, metadata associated with a media composition, and survey information from an inband survey;
extract trigger information from the trigger compilation; and
present the survey information based on the trigger information and the metadata.

101. (Withdrawn) An apparatus as defined in claim 100, wherein the instructions stored in the memory enable the processor system to extract the media composition from the inband survey.

102. (Withdrawn) An apparatus as defined in claim 101, wherein the instructions stored in the memory enable the processor system to decode at least one of video media, audio media, graphics media, textual media, and still picture media from the media composition.

103. (Withdrawn) An apparatus as defined in claim 101, wherein the instructions stored in the memory enable the processor system to extract metadata from the inband survey associated with the media composition.

104. (Withdrawn) An apparatus as defined in claim 101, wherein the survey information includes survey questions associated with the media composition.

105. (Withdrawn) An apparatus as defined in claim 101, wherein the instructions stored in the memory enable the processor system to synchronize the survey information with a presentation of the media composition based on the trigger information.

106. (Withdrawn) An apparatus as defined in claim 105, wherein the instructions stored in the memory enable the processor system to pause the presentation of the media composition based on the trigger information.

107. (Withdrawn) An apparatus as defined in claim 100, wherein the instructions stored in the memory enable the processor system to extract temporal information and spatial information associated with the survey information.

108. (Withdrawn) A computer readable medium having instructions stored thereon that, when executed, cause a machine to:

extract a trigger compilation, metadata associated with a media composition, and survey information from an inband survey;

extract trigger information from the trigger compilation; and

present the survey information based on the trigger information and the metadata.

109. (Withdrawn) A computer readable medium as defined in claim 108 having instructions stored thereon that, when executed, cause the machine to extract the media composition from the inband survey.

110. (Withdrawn) A computer readable medium as defined in claim 109 having instructions stored thereon that, when executed, cause the machine to decode at least one of video media, audio media, graphics media, textual media, and still picture media from the media composition.

111. (Withdrawn) A computer readable medium as defined in claim 109 having instructions stored thereon that, when executed, cause the machine to extract survey questions associated with the media composition from the survey information.

112. (Withdrawn) A computer readable medium as defined in claim 109, having instructions stored thereon that, when executed, cause the machine to extract metadata associated with the media composition from the inband survey.

113. (Withdrawn) A computer readable medium as defined in claim 109 having instructions stored thereon that, when executed, cause the machine to synchronize the survey information with a presentation of the media composition based on the trigger information.

114. (Withdrawn) A computer readable medium as defined in claim 113 having instructions stored thereon that, when executed, cause the machine to pause the presentation of the media composition based on the trigger information.

115. (Withdrawn) A computer readable medium as defined in claim 108 having instructions stored thereon that, when executed, cause the machine to extract temporal information and spatial information associated with the survey information.

116. (Withdrawn) A method comprising:
presenting at least a portion of a media composition;
extracting trigger information and metadata associated with the media composition from a trigger file; and
presenting survey information associated with the media composition based on the trigger information and the metadata.

117. (Withdrawn) A method as defined in claim 116, wherein presenting the at least a portion of a media composition comprises presenting at least one of video media, audio media, graphics media, textual media, and still picture media from the media composition.

118. (Withdrawn) A method as defined in claim 116, further comprising retrieving the media composition, the trigger file, and the survey information independent from one another.

119. (Withdrawn) A method as defined in claim 116, wherein presenting the survey information comprises presenting survey questions associated with the media composition.

120. (Withdrawn) A method as defined in claim 116, wherein presenting the survey information comprises synchronizing a presentation of the survey information with a presentation of the media composition based on the trigger information.

121. (Withdrawn) A method as defined in claim 116, further comprising pausing the presentation of the media composition based on the trigger information.

122. (Withdrawn) A method as defined in claim 116, wherein extracting the trigger information comprises extracting temporal information and spatial information associated with the survey information.

123. (Withdrawn) An apparatus comprising:
a processor system including a memory;
instructions stored in the memory that enable the processor system to:
present at least a portion of a media composition;
extract trigger information and metadata associated with the media composition from a trigger file; and
present survey information associated with the media composition based on the trigger information and the metadata.

124. (Withdrawn) An apparatus as defined in claim 123, wherein the at least a portion of a media composition comprises at least one of video media, audio media, graphics media, textual media, and still picture media.

125. (Withdrawn) An apparatus as defined in claim 123, wherein the instructions stored in the memory enable the processor system to retrieve the media composition, the trigger file, and the survey information independent from one another.

126. (Withdrawn) An apparatus as defined in claim 123, wherein the survey information includes survey questions associated with the media composition.

127. (Withdrawn) An apparatus as defined in claim 123, wherein the instructions stored in the memory enable the processor system to synchronize a presentation of the survey information with a presentation of the media composition based on the trigger information.

128. (Withdrawn) An apparatus as defined in claim 123, wherein the instructions stored in the memory enable the processor system to pause the presentation of the media composition based on the trigger information.

129. (Withdrawn) An apparatus as defined in claim 123 wherein the instructions stored in the memory enable the processor system to extract temporal information and spatial information associated with the survey information.

130. (Withdrawn) A computer readable medium having instructions stored thereon that, when executed, cause a machine to:

present at least a portion of a media composition;

extract trigger information and metadata associated with the media composition from a trigger file; and

present survey information associated with the media composition based on the trigger information and the metadata.

131. (Withdrawn) A computer readable medium as defined in claim 130 having instructions stored thereon that, when executed, cause the machine to present at least one of video media, audio media, graphics media, textual media, and still picture media associated with the media composition.

132. (Withdrawn) A computer readable medium as defined in claim 130 having instructions stored thereon that, when executed, cause the machine to retrieve the media composition, the trigger file, and the survey information independent from one another.

133. (Withdrawn) A computer readable medium as defined in claim 130 having instructions stored thereon that, when executed, cause the machine to extract survey question associated with the media composition from the survey information.

134. (Withdrawn) A computer readable medium as defined in claim 130 having instructions stored thereon that, when executed, cause the machine to synchronize a presentation of the survey information with a presentation of the media composition based on the trigger information.

135. (Withdrawn) A computer readable medium as defined in claim 130 having instructions stored thereon that, when executed, cause the machine to pause the presentation of the media composition based on the trigger information.

136. (Withdrawn) A computer readable medium as defined in claim 130 having instructions stored thereon that, when executed, cause the machine to extract temporal information and spatial information associated with the survey information.

Please add the following new claims

137. (New) A method as defined in claim 1, wherein the trigger information includes conditional criteria indicating which survey question should subsequently be presented based on one or more respondent answers to one or more previous survey questions.

138. (New) An apparatus as defined in claim 9, wherein the trigger information includes conditional criteria indicating which survey question should subsequently be presented based on one or more respondent answers to one or more previous survey questions.

139. (New) A computer readable medium as defined in claim 18, wherein the trigger information includes conditional criteria indicating which survey question should subsequently be presented based on one or more respondent answers to one or more previous survey questions.